



U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

**POWER OF ATTORNEY BY ASSIGNEE OF
ENTIRE INTEREST (REVOCATION OF PRIOR
POWERS AND APPOINTMENT OF NEW POWER)**

Docket Number:
12724/3

Application Number
09/372,416

Filing Date
August 11, 1999

Examiner
Unknown

Art Unit
2761

Invention Title
**EASILY MODIFIABLE MACRO TAG FOR INTERNET
ADVERTISING**

Inventor(s)
Jonathan DORFMAN

Address to:
Commissioner for Patents
Washington D.C. 20231

As assignee of the entire interest of the above-identified application by virtue of an executed Assignment, recorded in the U.S. Patent and Trademark Office, all powers of attorney previously given are hereby revoked and the following attorneys and/or agents are hereby appointed to prosecute and transact all business in the Patent and Trademark office connected therewith:

Edward J. Handler, III (Reg. No. 25,507)
Michelle M. Carniaux (Reg. No. 36,098)
Andrew L. Reibman (Reg. No. 47,893)

SEND CORRESPONDENCE, AND DIRECT TELEPHONE CALLS TO:

26646
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PATENT TRADEMARK OFFICE

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BEH Investments LLC

Date: 3/11/2003

By: Benzion Wachsman
Name: Benzion Wachsman
Title:

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OCTOBER 18, 1999

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101123227A

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 08/11/1999

REEL/FRAME: 010167/0961
NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

DORFMAN, JONATHAN

DOC DATE: 08/06/1999

ASSIGNEE:

FLYCAST COMMUNICATIONS CORP.
181 FREMONT STREET
SUITE #102
SAN FRANCISCO, CALIFORNIA 94105

SERIAL NUMBER: 09372416
PATENT NUMBER:

FILING DATE: 08/11/1999
ISSUE DATE:

MARCUS KIRK, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

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08-19-1999

MRD 8/11/99



101123227

RECORDATION FORM COVER SHEET PATENTS ONLY



1. Name of Conveying Parties:
Jonathan Dorfman

2. Name and Address of receiving party:
**Flycast Communications Corp.
181 Fremont Street, Suite #102
San Francisco, CA 94105**

3. Nature of conveyance:
Assignment

Execution date: 8/6/99

4) Application Number
Document is being filed together with a new application.
The execution date of the new application is: 8/6/99

091372416

5. Name and Address of Party to whom correspondence concerning this document should be address:

**Elmer Galbi
13314 Vermeer Drive
Lake Oswego, OR 97035**

6. Total Number of applications for Patents Involved:
ONE

7. Total Fee:
Enclosed \$40.00

9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Elmer Galbi

Name of person Signing

Signature

8/11/00

Date

08/17/1999 JWSHINE 00000017 09372416

40.00 DP
5.00 DP

03 FC:581
04 FC:998

ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, we the undersigned,

Jonathan Dorfman whose address is 2477 Virginia St., Berkeley, CA 94709

1. Hereby sell, assign and transfer to **FLYCAST COMMUNICATIONS CORP.**, a corporation of **California**, having a place of business at **181 Fremont Street, Suite #102, Suite 200, San Francisco, CA 94105**, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries:

(a) in and to any and all inventions which are disclosed in the application for United States Letters Patent, which was executed by the undersigned and is:

Entitled: **EASILY MODIFIABLE TAG FOR INTERNET ADVERTISING**
Date Executed: 8/6/99
Docket Number: **EWG-087**

(b) in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said inventions; and (c) in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions;

2. Agree that said Assignee may apply for and receive Letters Patent for said inventions in its own name; and that, when requested, (at the expense of said Assignee, its successors, assigns and legal representatives), the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said inventions and the history thereof; and generally do everything reasonable which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said inventions and for vesting title to said inventions and all applications for patents and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

3. Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: 8-6-99

Signature: *Jonathan Dorfman*
Jonathan Dorfman



U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

TRANSMITTAL LETTER

Docket Number:
12724/3

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Examiner
To be assigned

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**EASILY MODIFIABLE MACRO TAG FOR
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Inventor(s)
Jonathan DORFMAN

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Address to:
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Washington D.C. 20231

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231 on

Date: **4/14/03** Reg. No. 25,507
Signature: *Edward J. Handier, III*
Edward J. Handier, III

Sir:

Transmitted herewith for filing in the above-identified patent application is a new Power of Attorney By Assignee of Entire Interest (Revocation Of Prior Powers And Appointment Of New Power).

Also enclosed, pursuant to 37 C.F.R. 3.37(b) is a copy of the assignment and recordation sheet, previously filed with the PTO in the above-captioned case.

The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or arising during the pendency of this application, or to credit any overpayment to the deposit account of **Kenyon & Kenyon**, deposit account number **11-0600**. A copy of this communication is enclosed for charging purposes.

- A. Any additional filing fees required under 37 C.F.R. § 1.16;
- B. Any additional patent application processing fees under 37 C.F.R. § 1.17;
- C. Any additional patent issue fees under 37 C.F.R. § 1.18;
- D. Any additional document supply fees under 37 C.F.R. § 1.19;
- E. Any additional post-patent processing fees under 37 C.F.R. § 1.20;
- F. Any additional miscellaneous fees under 37 C.F.R. § 1.21.

Dated: 4/16/03

By: 

Edward J. Handler, III, Reg. No. 25,507

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